

## ABSTRACT OF THE DISCLOSURE

A data broadcast apparatus repeatedly broadcasts data using a carousel method, to a reception apparatus which stores the data into a memory and reproduces the data stored  
5 in the memory. A storing unit stores first data and second data. A detecting unit detects an event which prohibits the reception apparatus from reproducing the first data. A broadcasting unit repeatedly broadcasts the first and second data stored in the storing unit, and stops  
10 broadcasting the first data when the detecting unit detects the event. An instructing unit has the broadcasting unit broadcast a switch instruction, which instructs the reception apparatus to stop reproducing the first data and start reproducing the second data when the broadcast of  
15 the first data is stopped.